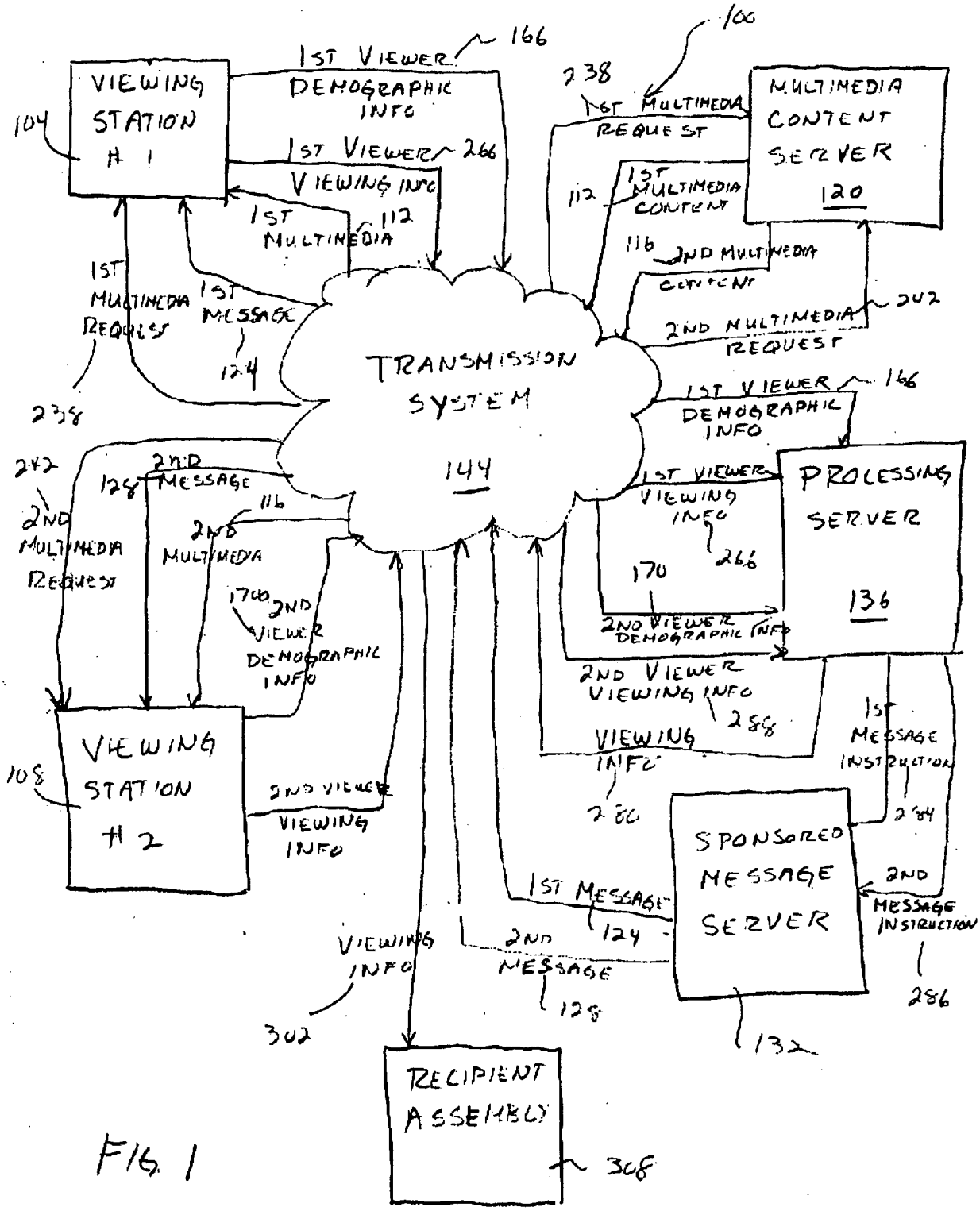
VIEWING STATION #1
104
1ST VIEWER DEMOGRAPHIC INFO
166
1ST VIEWER VIEWING INFO
266
1ST MULTIMEDIA
112
1ST MULTIMEDIA REQUEST
238
1ST MESSAGE
124
TRANSMISSION SYSTEM
144
100
1ST MULTIMEDIA REQUEST
MULTIMEDIA CONTENT SERVER
120
1ST MULTIMEDIA CONTENT
112
2ND MULTIMEDIA CONTENT
116
2ND MULTIMEDIA REQUEST
202
1ST VIEWER DEMOGRAPHIC INFO
166
PROCESSING SERVER
136
1ST VIEWER VIEWING INFO
266
170
2ND VIEWER DEMOGRAPHIC INFO
2ND VIEWER VIEWING INFO
288
VIEWING INFO
280
1ST MESSAGE INSTRUCTION
284
SPONSORED MESSAGE SERVER
132
2ND MESSAGE INSTRUCTION
286
1ST MESSAGE
124
2ND MESSAGE
128
VIEWING INFO
302
RECIPIENT ASSEMBLY
308
242
2ND MULTIMEDIA REQUEST
2ND MESSAGE
128
2ND MULTIMEDIA
116
1700 2ND VIEWER DEMOGRAPHIC INFO
VIEWING STATION #2
108
2ND VIEWER VIEWING INFO

FIG. 1

6,684,249

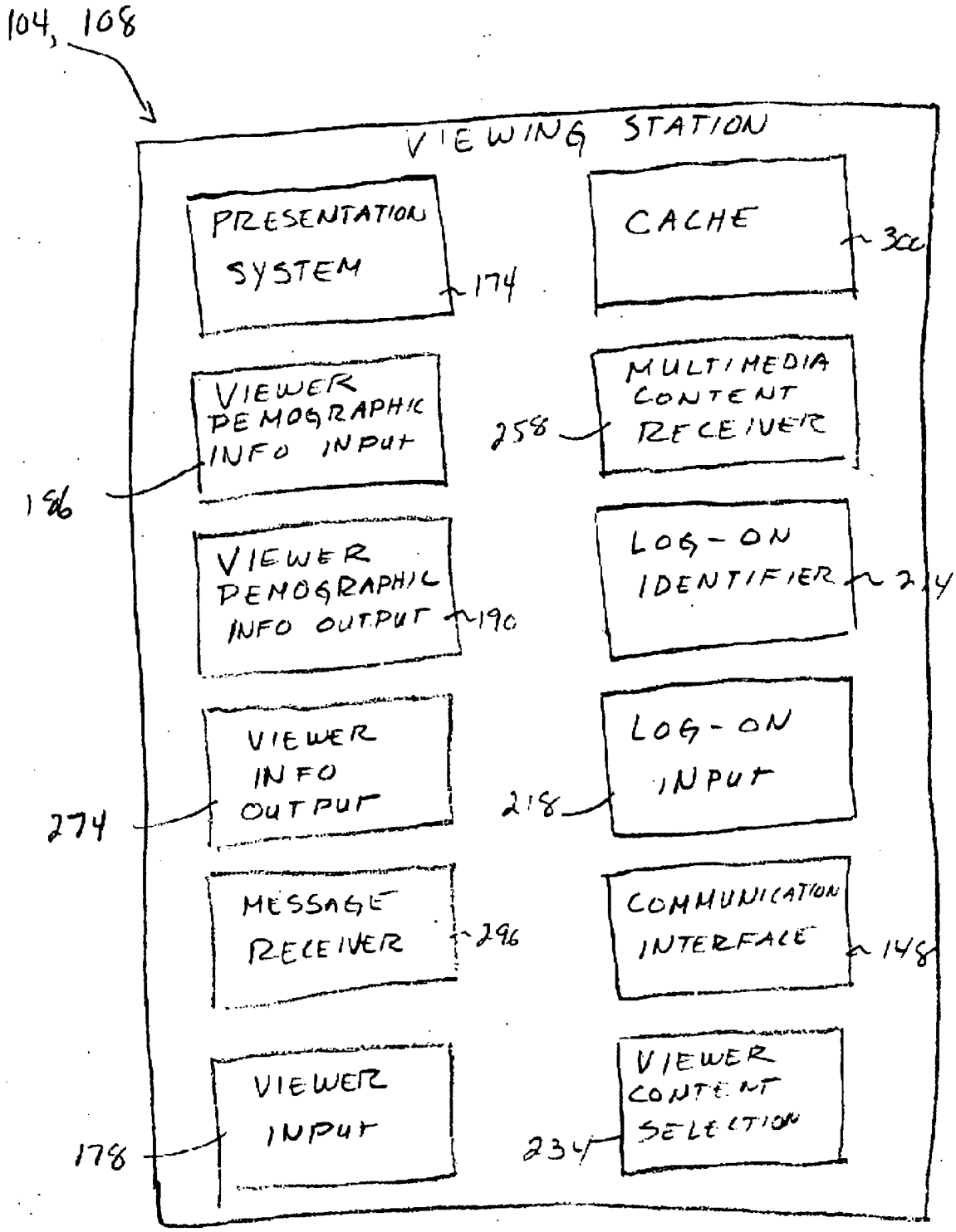

FIG. 2

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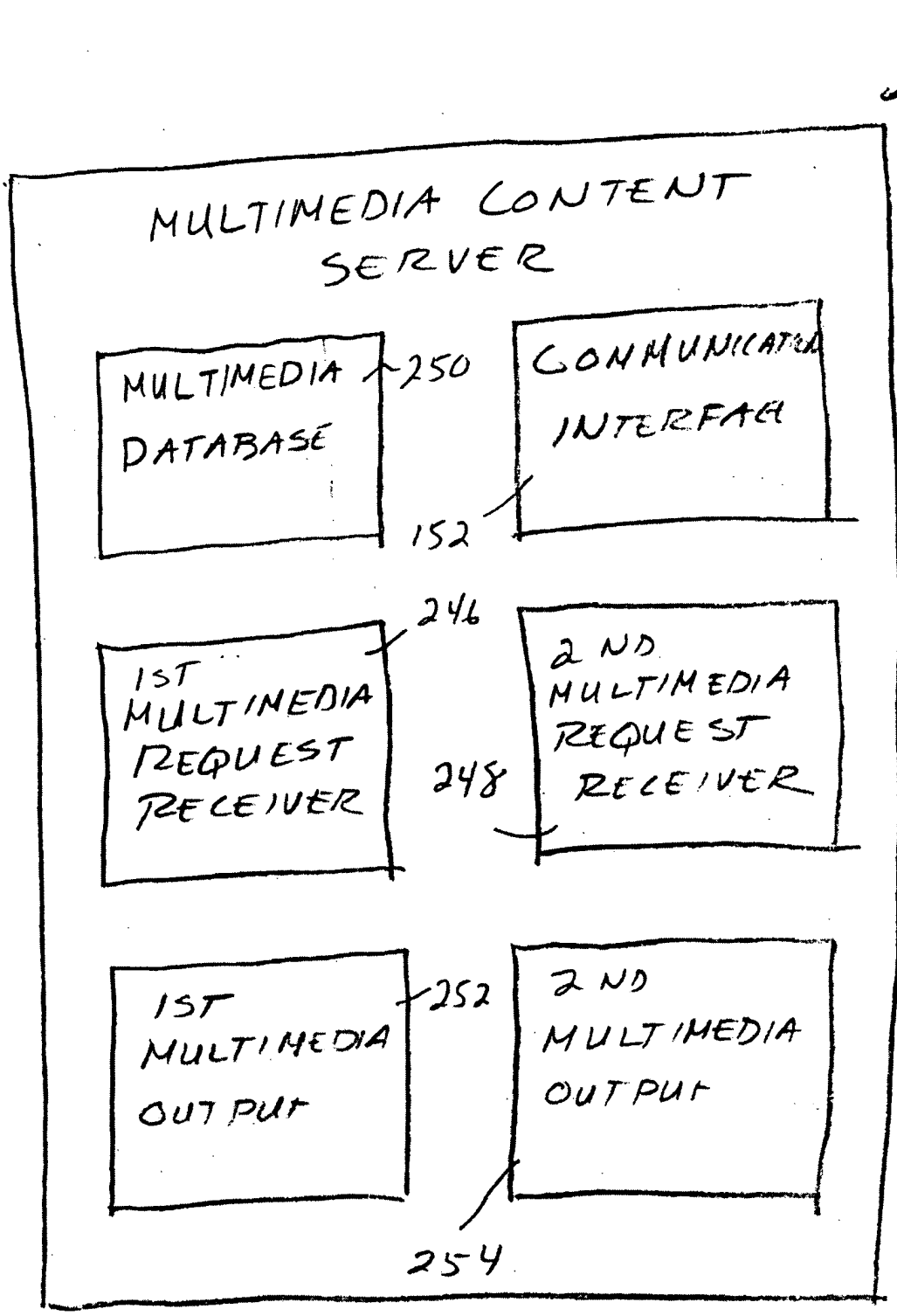


FIG. 3

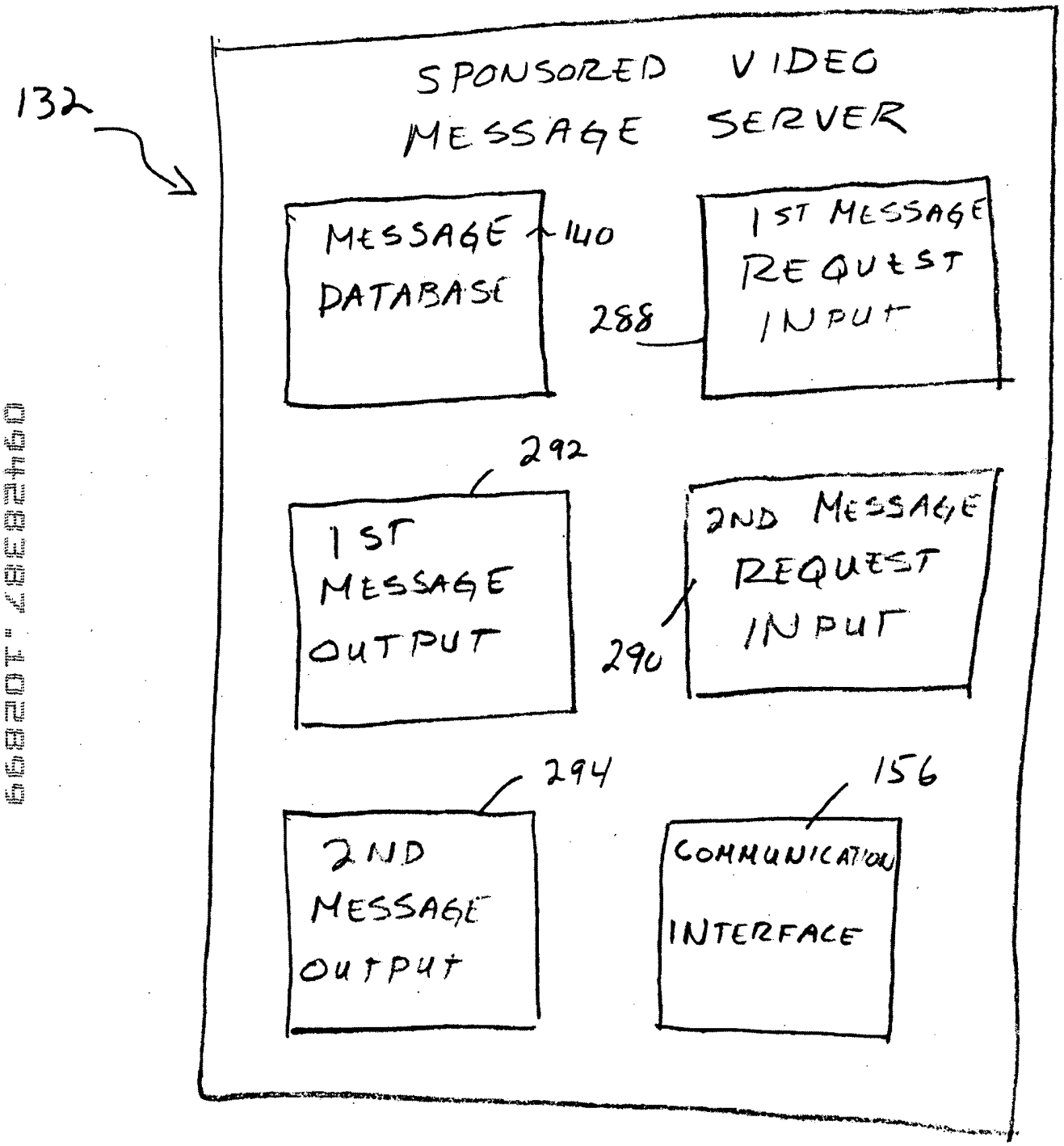

132
SPONSORED VIDEO MESSAGE SERVER
MESSAGE DATABASE
140
1ST MESSAGE REQUEST INPUT
288
292
1ST MESSAGE OUTPUT
2ND MESSAGE REQUEST INPUT
290
294
2ND MESSAGE OUTPUT
156
COMMUNICATION INTERFACE

FIG 4

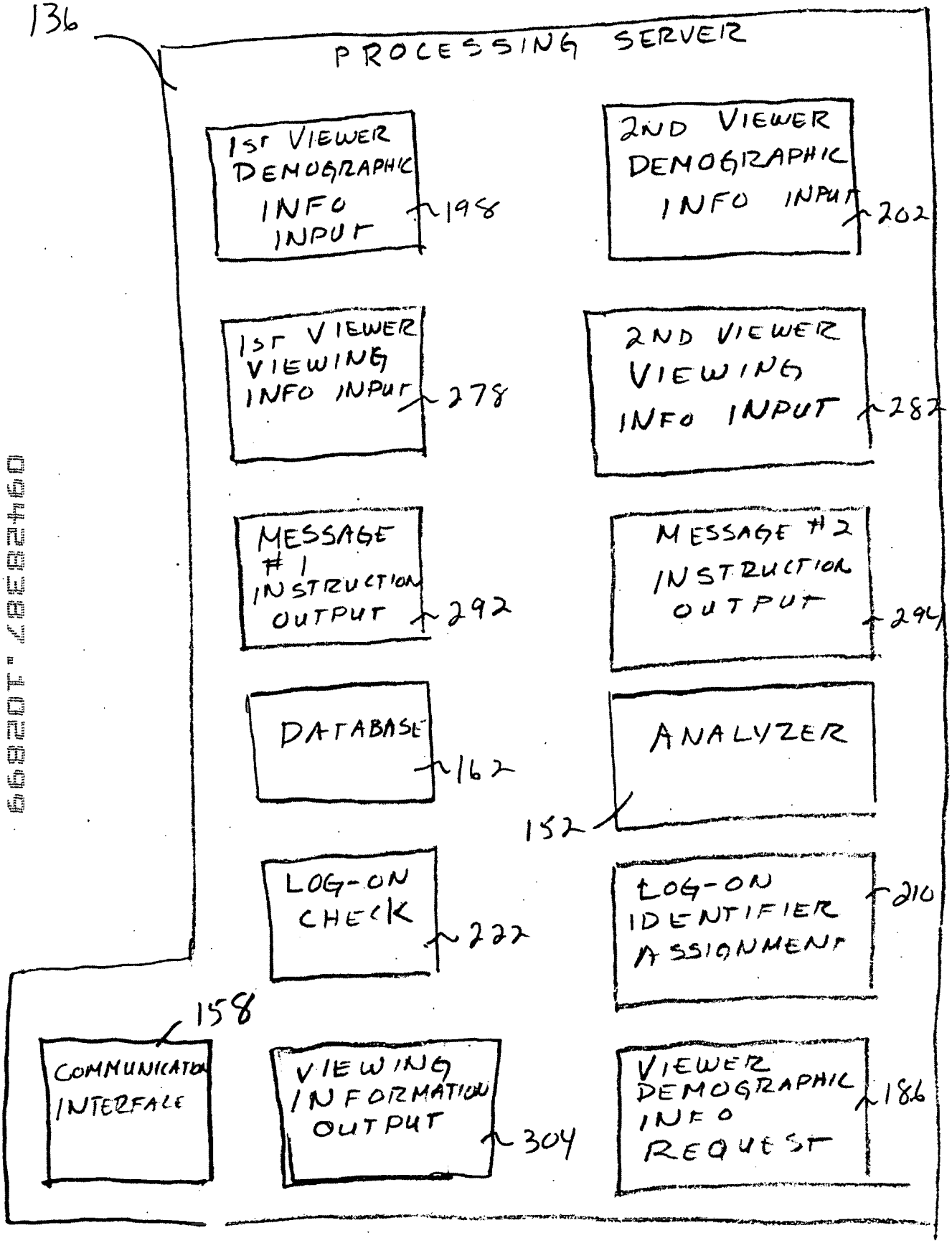

136
PROCESSING SERVER
1ST VIEWER DEMOGRAPHIC INFO INPUT
198
2ND VIEWER DEMOGRAPHIC INFO INPUT
202
1ST VIEWER VIEWING INFO INPUT
278
2ND VIEWER VIEWING INFO INPUT
282
MESSAGE #1 INSTRUCTION OUTPUT
292
MESSAGE #2 INSTRUCTION OUTPUT
294
DATABASE
162
ANALYZER
152
LOG-ON CHECK
222
LOG-ON IDENTIFIER ASSIGNMENT
210
158
COMMUNICATION INTERFACE
VIEWING INFORMATION OUTPUT
304
VIEWER DEMOGRAPHIC INFO REQUEST
186

FIG. 5

6,682,351 - 20040127

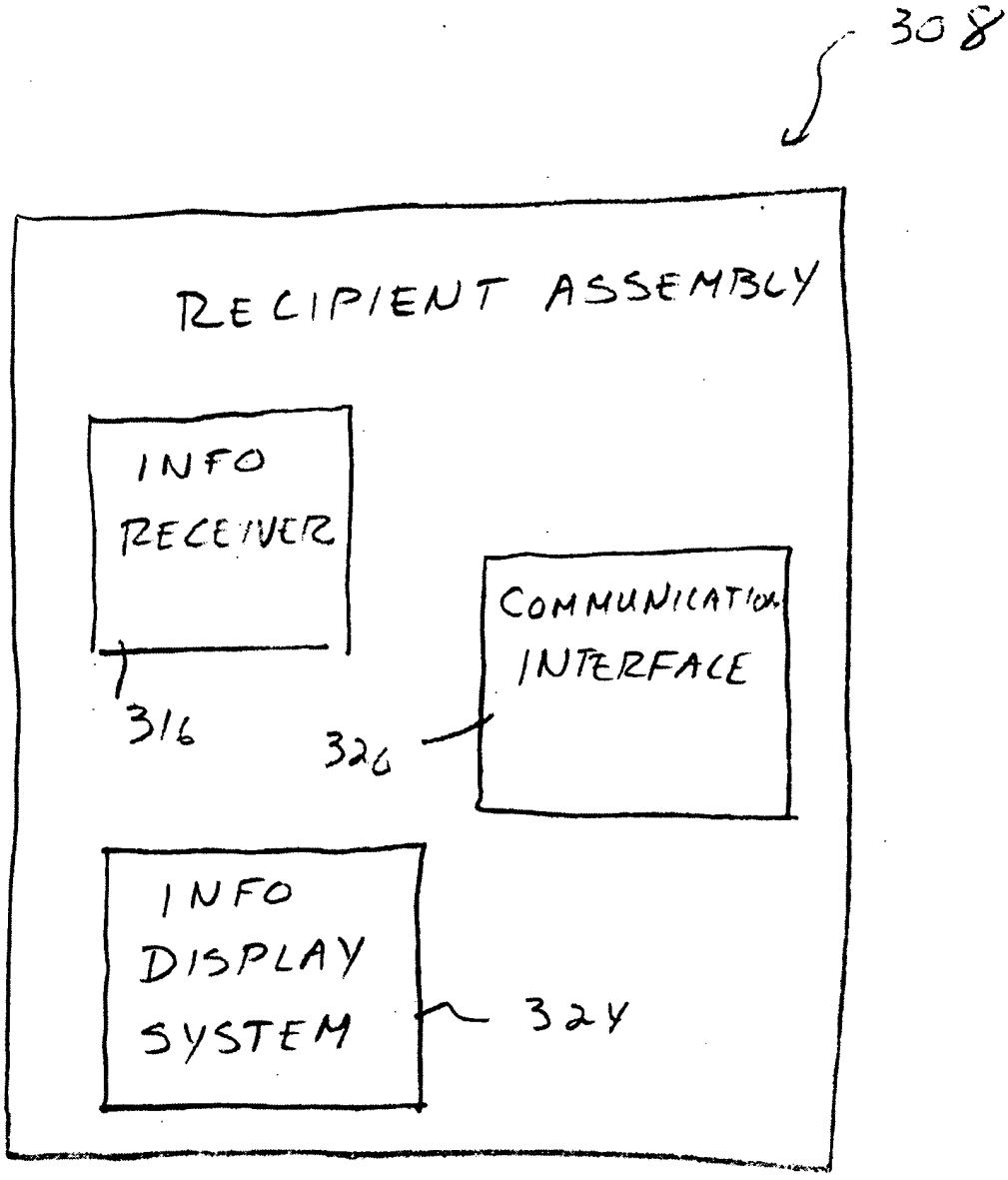
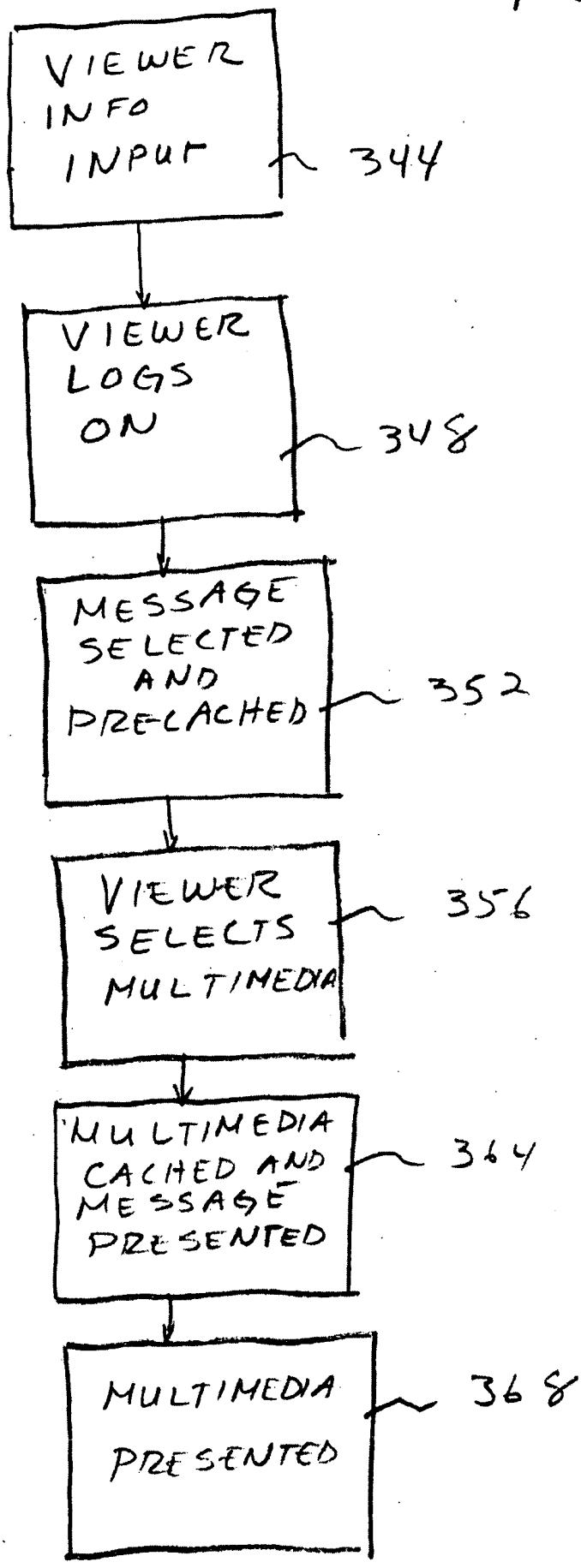


FIG. 6

FIG. 7



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